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Date: 23 February 2006

By: Laurie A. Torres  
Laurie A. Torres

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In Re: Patent Application of Charles A. Eldering**

Conf. No.: 3387 : Group Art Unit: 3622  
Appln. No.: 09/857,257 : Examiner: Nguyen, Tri V.  
Filing Date: 01 June 2001 : Att'y. Docket No.: T709-12  
Title: Advertisement Auction Service

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

Application No. 09/857,257

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

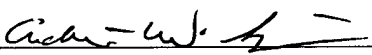
☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed:

☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.

Application No. 09/857,257

☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,

  
Andrew W. Spicer  
Reg. No. 57,420  
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Date: 2/23/06

Customer Number: 27832



Form PTO/SB/08A		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Application Number</b>	09/857,257
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		<b>First Named Inventor</b>	Eldering, Charles A.
		<b>Group Art Unit</b>	3622
		<b>Examiner Name</b>	Nguyen, Tri V.
<b>Sheet</b>	1	<b>of</b>	8
		<b>Attorney Docket Number</b>	T709-12

U.S. PATENT DOCUMENTS				
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Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T <sub>1</sub>
	Product Literature, Imgis, "AdForce", Copyright 1998, 5 pgs.	
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Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.		T <sub>1</sub>
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	Product Literature, Engage Technologies, "Engage. Discover", Copyright 1997, 13 pgs.		
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	Product Literature, Netgravity, Inc., "AdServer 3", 6 pgs.		

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	WO	9965237		ISMAIL	12-1999	
	WO	9966719		ZIGMOND,	12-1999	
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	Product Data Sheet, Open Sesame, "Learn Sesame", 3 pgs.	
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	ROSSI, PETER E., "The Value of Purchase History Data in Target Marketing", Marketing Science; Vol. 15, No. 4, 1996, 20 pgs.	

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	Country Code	Number	Kind Code (if known)		
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	WO	0054504		GOLDMAN	09-2000
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	RASKUTTI, "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5 <sup>th</sup> Int'l. Conference on User Modeling, Kaluna-Kona, HI, USA, 3 pgs., (2-5 January 1998)	
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	US6061097		Satterfield; Kevin D.
	US6084628		Sawyer; Francois
	US6108637		Blumenau; Trevor
	US6119098		Guyot; Patrice D.
	US6134532		Lazarus; Michael A.
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